

Recording No.	In Depth Call Analysis	Parameters - Rating (1-5)			Overall Call Rating (1-5)	Feedback for Sales Rep				No.	Metric for call analysis
		Engagement and Rapport Score	Communication Skills Score	Objection Handling Score							
1	Call between Deepak and Abhay (Senior Program Advisor at Accredian) – Abhay started by confirming Deepak's interest in upskilling through IIT Guwahati. Deepak mentioned that he had received details but had not yet decided. Abhay effectively linked the program to Deepak's career aspirations, explaining the role of a Product Manager with real-world examples (Zomato) and industry challenges. Deepak expressed concerns about limited career growth opportunities within his organization, and Abhay reassured him by emphasizing 300+ hiring companies, career assistance, and high salary growth prospects. Deepak remained undecided but agreed to review the details again.	4	5	4.5	4.5/5	Abhay demonstrated strong engagement and communication skills. However, objection handling could be improved by providing a more tailored solution addressing Deepak's specific career concerns within his company.				1	Introduction
2	Call between Sanika and a Prospect (Digital Transformation Executive Program - Accredian) – Sanika reached out to follow up on the prospect's previous inquiry. The prospect mentioned that he had reviewed the details but had yet to decide due to time constraints. Sanika proactively addressed the concern by highlighting that classes are only on Sundays and reassured him that the rest of his schedule would remain unaffected. She also asked about his career background, learning goals, and motivation for considering the program. The prospect revealed that he is currently in Quality Assurance & Food Safety at Mother Dairy with 20+ years of experience and is aiming for an international role or a startup. Sanika emphasized the program's practical approach, case studies (Spotify, Apollo, Heineken, Rebel Foods), and hands-on projects, reinforcing its industry relevance. When the prospect questioned if the program was truly valuable or just another course, she reassured him that it offers real-world learning rather than theoretical knowledge. She also created urgency by mentioning that only three seats were available due to application rejections and explained the payment structure, scholarships, and refund policies. The call ended with the prospect agreeing to review the information again and confirm his decision soon.	5	4	4.5	5/5	Sanika maintained a professional and engaging conversation. She effectively handled objections by clarifying program benefits and logistical concerns. However, she could have strengthened the close by providing an additional incentive or a stronger call to action to secure commitment.				2	Need analysis
3	Call between Himanshu and Ashta (XLRI Management Team) – Himanshu inquired whether Ashta was calling from an institute or an agency. Ashta clarified that she was from XLRI's admission partner. She asked about his background, and Himanshu shared his 20 years of experience, including 4 years running his startup, Mogilamps, where he holds a senior leadership role. He was interested in understanding the relevance of the General Management Program for his growth, given that he leads a team of 400 and recruits Gen Z candidates, who have different business perspectives. Ashta explained the program's structure, including its leadership development aspects, real-world projects, and case studies. Himanshu also asked about eligibility, fees, and the selection process, which Ashta clarified. He was hesitant due to time constraints and requested information via WhatsApp. Despite multiple attempts to convince him to block a seat, he postponed the decision, citing work commitments.	5	4.5	4	4.2/5	Ashta effectively engaged with Himanshu and provided clear program insights. However, objection handling could be improved by addressing his time concerns more proactively, perhaps by offering a follow-up at his convenience.				3	Vision setting
4	Call between Accredian Product Management Team Member and Sonam – The team member initiated the call by confirming Sonam's interest in the IIT Guwahati Product Management program. Sonam mentioned her 17 years of supply chain experience and her intent to pursue product management for career enhancement. The team member explained program details, including the live online sessions, weekend schedule, and campus immersion. Sonam requested a brochure for further evaluation, and the manager provided details of multiple courses (AI/ML, Business Analytics, Product Management, and Executive Product Management). Sonam inquired about Business Analytics being available online, and the manager confirmed all courses are online with an 8-month executive program in Product Management, offering a 100% money-back guarantee. The manager advised Sonam to review the curriculum before proceeding further.	4	4.5	4	4.2/5	The sales rep communicated well and provided relevant program details. However, engagement could be improved by actively addressing Sonam's specific career concerns and highlighting the direct benefits of the program in her field.				4	Selling